

Build better models with unprecedented analytical power

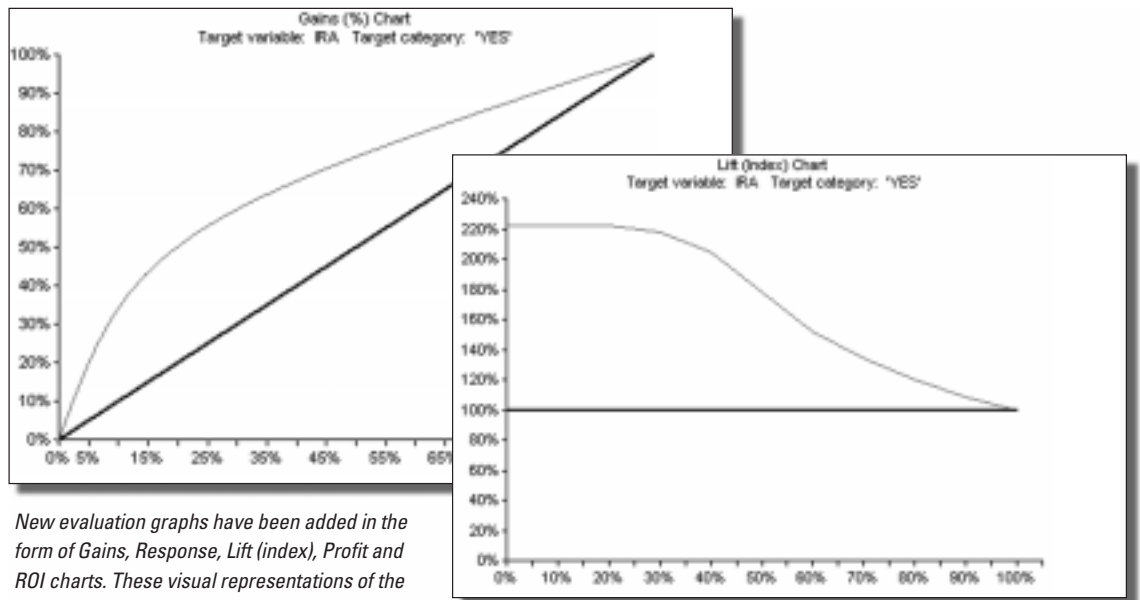
Whether the prospect needs to analyze purchase amounts, product categories, demographics or satisfaction ratings, only AnswerTree offers the widest range of decision-tree algorithms available today:

1 CHAID — a fast, statistical, multi-way tree algorithm, which explores data quickly and efficiently and builds segments and profiles with respect to the desired outcome

2 Exhaustive CHAID — a thorough, statistical, multi-way tree algorithm that explores data exhaustively

3 Classification and Regression Tree (C&RT) — a complete binary tree algorithm, which partitions data and produces accurate homogeneous subsets

4 QUEST — a statistical algorithm that selects variables without bias and builds an accurate binary tree quickly and efficiently



New evaluation graphs have been added in the form of Gains, Response, Lift (index), Profit and ROI charts. These visual representations of the Gains Summary table enable better understanding of model performance.

What's New in AnswerTree 3.0

New features added in AnswerTree 3.0

Scalability

- All four algorithms have been enhanced to be more scalable (CHAID, Exhaustive CHAID, C&RT, and QUEST)
- New server-tier processing product option, AnswerTree Server, added to increase scalability
- Makes analysts more productive
 - Decreases time for analyses with larger datasets
 - Performs operations on the server to minimize network traffic
 - Reduces network traffic by enabling multiple users to analyze data on the server rather than bringing data to each user's machine for analysis

Evaluation

- New evaluation graphs have been added in the form of Gains, Response, Lift (Index), Profit, and ROI charts. These provide the user visual representations of the Gains Summary table for enhanced understanding of model performance.

General usability

- Expand and collapse nodes — the user can see less (or more) of the tree without deleting the model itself
- Improved zoom capabilities — the user can specify the exact percentage they want to zoom instead of a predefined amount
- Printing from the GUI has been improved — multi-page preview is now available

Production mode

- Scripts are generated automatically from the GUI, which is important for repeatable tasks such as refreshing models on a weekly basis. These scripts can be modified as a script or opened as a GUI session, and can grow and prune the tree (use project files ATP in production mode and open script files ATS in the user interface).

Version comparison sheet: new features added to AnswerTree by version number by area

New feature	Version number		
	3.0	2.X	1.0
Client Server Architecture			
Server-based processing	X		
Data Access			
ODBC wizard	X	X	
Read SPSS files (SAV)	X	X	X
Analysis			
Tree wizard	X	X	
Scalable version of CHAID	X		
CHAID	X	X	X
Scalable version of Exhaustive CHAID	X		
Exhaustive CHAID	X	X	X
Scalable version of C&RT (Classification & Regression Trees)	X		
C&RT	X	X	X
Scalable version of QUEST	X		
QUEST	X	X	X
Automatically generate script files	X		
Collapse and expand nodes	X		
Specify exact zoom percentage	X		
Multi-page print preview	X		
Production mode	X	X	X
Evaluation			
Gains chart	X		
Lift (Index) chart	X		
Response chart	X		
Profit chart	X		
ROI chart	X		
Misclassification chart	X	X	X
Output			
Export trees as HTML file	X		
XML file export	X	X	
Export trees as bitmap (BMP) or META files	X	X	X
Extract model's decision rules as SQL or SPSS syntax	X	X	X

About SPSS Inc.

SPSS Inc. (Nasdaq: SPSS) headquartered in Chicago, IL, USA, is a multinational computer software company providing technology that transforms data into insight through the use of predictive analytics and other data mining techniques. The company's solutions and products enable organizations to manage the future by learning from the past, understanding the present, as well as predicting potential problems and opportunities. For more information, visit www.spss.com.

